

A MAGAZINE FOR WRITERS • EDITORS • AND • PUBLISHERS •

# THE Quill

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By Joseph Creamer

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By James H. Myers

Vol. XXII « » AUGUST, 1934 « » No. 8

# THE QUILL

A Magazine for Writers, Editors and Publishers

FOUNDED 1912



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## AT DEADLINE

By R. L. P.

WE'RE always glad to have an article from J. Charles Poe, managing editor of the Chattanooga News. He says things, and he says them in such a way that he usually gets a rise out of people—makes them think and want to reply.

We found his discussion of changing news values, which appears in this issue of THE QUILL, one of the most interesting articles we have read in some time. We know that newspapers have been carrying more social and economic news in their news columns in recent years, particularly since the Roosevelt administration took office, than perhaps ever before. The point is, how good a job has the press been doing in explaining and interpreting such news matter?

Mr. Poe believes—and we believe with him—that the newspapers are going to have to carry more and more of this sort of material—and carry it in an interesting, readable, readily digestible form—in the future. His article is a significant one.

IN addition to the Poe article, you will find a timely article on co-operation between newspapermen and law enforcement officers in the handling of crime stories, written by Thomas F. Cullen, formerly of the Department of Justice and now an International News Service staff correspondent. He treats of a serious problem.

Joseph Creamer, promotion manager of the Munsey magazines, tells you something of the Munsey publications in another article in the series on magazines and their makers.

James H. Myers, himself a small town publisher, cries the need of more training for the business side of papers in schools of journalism.

WITHOUT any offense to Dwight Marvin, editor of the Troy (N. Y.) Record, whose article, "You Can't Keep Them Out!" appears in this issue, this column would like to go on record as being thoroughly fed up with any comparison of preachers, teachers and newspapermen.

Speak of the economic side of newspaper life, wages and salaries, and nine times out of ten some one will make a crack about journalism being a noble calling, which, like the ministry and the teaching profession, must be con-

(Continued on page 7)

# COOPERATION IN HANDLING CRIME STORIES

**H**AVING worked on both sides of a crime story, I feel that I have some understanding of the problems both of the newspaperman and police officials in this type of reporting.

For some years I was the head of various districts of the United States Department of Justice, and in that capacity frequently had charge of investigations that were of interest to the press.

These matters took place in many sections of the United States and brought me into contact with press representatives in New England, the South, the Middle West, the Far West and the Metropolitan area of New York.

Since joining the staff of *International News Service*, I have worked as a reporter, as well as a feature writer, on crime stories and other assignments.

In this connection I have been on assignments that have brought me into contact with the police and federal officers in New York, Chicago and St. Paul.

**P**OLICE officials, as a rule, are somewhat hesitant to deal with newsmen whom they do not know and with whom they have not established some sort of confidence.

Unless the reporter is able to win the good will of such officers he is apt to have a hard time keeping up with the story. He must convince them he is the type of man who can be trusted to handle material given him without impairing the investigation which is the subject of current interest.

The reporter on such an assignment, in my opinion, should at once seek to meet the officers in charge of the particular case and by his approach, background and ability convince them that he can be of assistance in the ensuing publicity if a spirit of mutual cooperation and confidence is developed.

If such an arrangement can be effected there will be profit to

the police and the public will receive such news as will not impede the solution of the crime.

**W**HEN such an arrangement is not made and if the police will not cooperate with the reporter then he must seek his information from the best available channels and in my opinion is entitled to print what he knows is the truth.

Some police, usually of the backward kind, feel that newspapers do not help them and they therefore build up a wall of mystery about their activities, making it more difficult for the reporter to gather the legitimate news to which the public is entitled.

These officers adopt this attitude invariably during the course of an investigation, justifying it on the theory that no publicity should be given to the developments of the case because of the possibility that the criminal will know too much as to their activities.

Other officers take the more logical position of telling the reporters all

about the case but at the same time advising them what will harm the inquiry and what will not, so that intelligent stories can be written about the matter with no embarrassment to the police.

This to my mind is the wiser course of action for the law officer and certainly it is the best for the interests of the press.

I followed this line of procedure for many years with newspapermen throughout the country and I have yet to be embarrassed by this frank and trustful attitude.

**T**HERE was a murder on a boat on the high seas four miles off the coast of Southern California which it became my duty as a government agent to investigate.

A U. S. Coast Guard cutter was to take me and my party to the scene of the crime and there were no facilities for the newspapermen to visit this scene or to learn anything about the case.

When I was requested by the reporters to allow them to go with me on the cutter I made an arrangement with them that they would not seek to board the boat until I had completed my preliminary inquiry and then that they would print nothing that I thought would interfere with the solution of the crime or impede us in making any arrests.

This was agreed to and worked out to our mutual advantage.

I allowed them to take pictures of the scene; and such photographs as I wanted, they took for me.

During the course of this investigation it became very apparent

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**T**HESE are days when the Federal government and local law enforcement agencies are striking telling blows at the criminal element—bringing to the foreground again the problem of presenting crime news and the more important problem of cooperation between newspapermen and representatives of the law so that the hands of the latter are not tipped.

Thomas F. Cullen, staff correspondent for *International News Service*, is particularly fitted to discuss this situation, having dealt with it both from the standpoint of a newsgatherer and as an officer of the law.

Long regarded as one of the most shrewd and active Department of Justice agents in the country, he resigned as agent in charge of the New York district of the department in 1933 to join INS as a crime investigator and writer. He was at one time chief of the Identification Bureau of the department and also served as agent in charge of the Washington and Los Angeles offices. He was assigned to the Peggy McMath, Lieut. John J. O'Connell, Jr., and Lindbergh kidnappings, and other major cases.

He is a graduate of the Georgetown University Law School, and was admitted to the bar in the District of Columbia. He entered the Federal service in 1926.

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after a few minutes that a man ashore would be wanted for questioning and possible prosecution.

I told the reporters about this and asked them not to print the name of the person.

They abided by this request and in a few hours we had the man in custody. We then released the newspapermen from the confidence and they were able to complete the whole story, having been delayed in the use

of one name for only a couple hours and the man was in jail.

**P**OLICE often say that a criminal, after an offense, will walk five miles in the snow to get a newspaper to read of police activities and therefore they will tell nothing to the reporters.

They feel that the publication of the name of the person wanted is poor publicity. It is poor publicity from

the standpoint of law enforcement and I do not think police should tell for publication the names of people for whom they are looking.

Certainly no newspaperman wants to advise the criminal that he is the man the police believe committed the crime and thus warn him what to expect.

Federal agents frequently take this justifiable position.

(Continued on page 5)

# Let Them Learn the Business Side

By JAMES H. MYERS

Publisher, the Fallbrook (Calif.) Enterprise

**M**AITLAND HENRY, president of the California Newspaper Publishers' Association, recently advised a group of high school students in this way: "Book-keeping is the most important high school subject for students who want to enter the country newspaper publishing field after graduation."

This new school of thought, business training for young journalists, so tersely expressed by Henry, must gain favor in collegiate schools and departments of journalism if they are to fulfill their ultimate purpose, thorough training in principles and practice of newspaper publishing.

While it is true that the outstanding journalism schools do stress business training both in theory and in practice, the writer's belief is that they do not go far enough. Take the case of the young men who were graduated this spring, with the ambition to own and publish country weekly newspapers. They should be equipped to know and carry out the following business practices:

1. How to properly evaluate newspaper properties in order to intelligently purchase and finance a newspaper.

2. How to open and operate a book-keeping system.

3. How to study the books in order to determine the condition of the business at any time.

4. How to determine the quantity of advertising the newspaper must carry in order to show a profit every month in the year.

5. How to determine what percentage of news and feature material the newspaper should carry each week to hold reader interest and yet not pile up excessive production costs.

6. How to recognize free publicity

**K**EENLY interested in the articles The Quill has carried recently concerning cooperation between the classroom and the city room, editor and teacher—James H. Myers, publisher of the Fallbrook (Calif.) Enterprise joins the discussion to declare schools of journalism do not go far enough in treating of the business side of newspaper publishing.

Mr. Myers was graduated from Stanford University in 1929. After serving four months as assistant editor of the Taft (Calif.) Oilfields Dispatch, he became the owner and publisher of the Fallbrook Enterprise in February, 1930.

Perhaps other graduates of the schools would like to express their views on the courses that have or have not been of benefit to them in their work.

when it comes to the desk and how to dispose of it.

7. How to prevent individuals and organizations from "using" the publisher, through the news columns, for their own profit.

8. How to write good advertising copy and how to sell it.

9. How to solve the problems of the circulation department, the most complicated, and one of the most important departments of the newspaper.

10. How to judge whether or not the employees in the mechanical department are efficient and earning their wages, and how to lend a hand in emergencies.

11. How to restrain the editorial department from engaging in crusades that will antagonize advertisers and result in the curtailment of advertising income.

12. How to maintain the good-will of both advertisers and subscribers and at the same time conduct a respected and money-making newspaper.

Directors of journalism schools are likely to declare at this point that such knowledge can be obtained only through practical experience. While it is true that the young publisher can learn all these things by experience, the experience is sure to prove costly, and may result in disaster to his first business venture.

Journalism schools, with the co-operation of state associations of newspaper publishers, have the power to take two courses of action to attain the basic practical experience for the undergraduates:

1. Have experienced, active newspaper publishers lecture to and have conferences with students on everyday problems arising in the newspaper business office.

2. Arrange with publishers for the students to take "laboratory" courses, without pay, in the business offices and mechanical departments of newspapers, published in the vicinity of the schools.

That the above plans are being carried out on a limited scale at Ohio University was made known to publishers sometime ago by *Publishers' Auxiliary*. With this example to guide them, the journalism schools now have an objective which, when attained, will be manifested in the publication of better and more profitable country weekly newspapers, published by successful business men who are leading citizens of their communities.

# You Can't Keep Them Out!

By DWIGHT MARVIN

Editor, The Troy Record

**R**ECENTLY Dr. Bleyer, of the University of Wisconsin's School of Journalism, taking as his text, the minimum salary scale recommended by the Code Authority, asked: "Will college graduates be attracted to newspaper work if this salary scale prevails?"

Why not? The three kindred professions of teaching, preaching and editing have similar attractions. They do not propose a satisfaction which is measured wholly in cash. Teaching offers certain social advantages, long vacations, the joy of seeing minds develop. Preaching offers the same type of satisfactions as teaching, with the added sense of spiritual service. And newspaperdom gives its votaries a constant stimulation, a lack of routine, a possibility for friendships which neither of its competitors gives.

The kind of college man who is not centering his mind wholly on material things will think of these attractions as well as the salary scale. He always has and always will—unless attempts to materialize all professional work make it impossible for him to pursue present paths on present basis.

**T**HAT there are plenty of college men and women who have avoided the materialism of the age is proved by the steady procession of graduates into these three callings, all underpaid on any purely mercenary standard. They are still going in. There are far more college men and women in journalism today than there were two decades ago. They are not ignorant of the facts; every newspaper man they have met has warned them about it. But, like the man or the woman in love, they are unsusceptible to argument. And perhaps they are right.

For, after all, a life whose satisfactions are all commercial never quite hits on all cylinders. And the results are apparent. The supply of newspaper men and women, even talking in terms of college alumni and alumnae, exceeds the demand. The best of them make places for themselves. All who find jobs win wonderful experiences, experiences which, they tell us, mean much to whatever career they later adopt. And the newspapers are served well for those who stick

**U**NHAPPY results to the newspaper profession from the minimum salary and wage provisions of the newspaper code, if the provisions are accepted and made permanent, were forecast in The Quill last month by Willard Grosvenor Bleyer, director of the School of Journalism at the University of Wisconsin.

He asked if college graduates would be attracted to a profession offering them such low starting wages and pointed out that minimum wage provisions too often become the maximum.

Dwight Marvin, editor of the Troy (N. Y.) Record, makes reply in the accompanying article, from the Bulletin of the American Society of Newspaper Editors. He believes that young men and women intent on entering the newspaper profession will enter it regardless of the starting wage.

What do you think?

are those who can do the work and who love the work.

College boys or girls of today are just as idealistic as those of half a century ago. If any well educated youth has a real love for newspaper life, salary minimums will not disturb him. "Woe is me if I preach not the gospel," cried St. Paul. Doubtless his standing in the community offered him better-paying opportunities, but he knew what he wanted. Some people might take the position that he was crazy; but some think newspaper men are crazy too.

**T**HE point is that this "call," this urge, exists in a certain sort of person, in and out of college.

In this class there is ample field for building up our staffs with college material. Of course the scale ought to be far higher than it is. But we will get college men, scale or no scale. The collegians will begin, as in the past, anywhere; and they will hope for the best. In the meantime they will have

the heck of a fine time. I know because my staff is very largely recruited from college ranks. I have had little difficulty getting them although the salaries are low. They are tending higher and ought to be higher; but it is not the salary levels that attract those who come.

To become personal, I left a young, but growing, law practice to enter the newspaper business. My first pay envelope contained \$8 and it was \$2 more than I had been promised. I knew it would take some time to build that salary up to a level with the sums I had been earning; but I didn't want the law and I did want a reporter's job. There are plenty of other men in college ranks of the same sort, I feel sure. True, \$8 was ridiculous—though probably it was all I was worth. And the Code Authority minimums are ridiculous too. But raising or lowering the scale is not the prevailing method of getting more or less college men into the newspaper profession. As long as there is romance and real living in it, they will continue to come to our offices.

## Cooperation in Handling Crime Stories

(Continued from page 4)

Too often, however, officials give out information to show the public they have partially solved a case in order to avoid any criticism for not having cleaned up the matter.

On an occasion where I obtained several beats on pending cases I was criticized for the publication of the stories notwithstanding the fact that I had been told nothing by the officers but on the contrary had been denied access to the facts they had and in one instance was threatened with a denial of the story if printed.

When officers make a reporter dig up the story and seek to prevent him from getting it and deal with him entirely at arm's length, refusing to take him into their confidence, they make a serious mistake and in my opinion release the reporter from any duty to them in handling the matter.



# HOUSE OF MUNSEY

By JOSEPH CREAMER

**I**N TELLING the tale of the Munsey magazines, one has to tell the tale of the *Argosy*, which, in turn, necessarily demands the introduction of its founder, Frank A. Munsey.

Essentially a dreamer, Munsey was on the other hand so dogmatically practical that this brief recounting of his career and the house he founded is apt to assume the startling repetition of a Horatio Alger rags to riches yarn. One is, in fact, tempted to eulogize the man and his success and gloss over the first heart-breaking years that played such a definite part in his pioneering in the pulp paper publishing business.

Prosaically enough, Munsey began his career as manager of a Western Union Telegraph office in Augusta, Maine. Augusta was, at the time, one of the most important publishing centers of America and it is not at all unusual that he should have been bitten by the publishing bug. Contact from day to day with men in the field opened his eyes to its profits and there was an unmistakable glamour and romance to the business entirely lacking in telegraphy.

**D**AYS of mechanical routine at the office were merely a prelude to nights of dreaming and planning at the local hotel. Munsey knew that there was a crying need for a magazine edited to entertain the great mass public. In fact, the name, the *Argosy*, occurred quite early, but a starting capital, which he estimated at two thousand dollars, seemed very far distant.

On finds himself rather at a loss to cram into a brief space the dramatic story of how Munsey convinced a hard-grained New England broker to advance the necessary cash. But convince him he did and finally landed in New York with five hundred dollars worth of purchased manuscripts tucked into an old valise and his rather pessimistic thoughts for companionship.

One publishing scheme came hot upon the heels of the other. Unfortunately for Munsey, all schemes did not coincide. Each flopped with a thud slightly more audible than the one that had preceded it. One scheme did however show how the *Argosy* could be published at a slight profit. This became the *Argosy* chassis.

**J**OSEPH CREAMER, who tells briefly the story of the Munsey publications in the accompanying article, is promotion manager for the Frank A. Munsey Co., 280 Broadway, New York City.

Prior to taking up his present work, he was associated with the Batten, Barton, Durstine & Osborn advertising agency for more than three years.

He not only knows about magazines, he also knows how to write for them. He has contributed short stories, articles, sketches and verse to *Vanity Fair*, the *Saturday Evening Post*, *Judge*, the *Munsey* magazines, the *American Home*, the *Rotarian* and other magazines and newspapers. He also has contributed material to more than 100 trade and business publications.

**T**HESE schemes had consumed money and money, unfortunately, was the little orphan on the doorstep at just that critical time. Money, more money, was necessary if the *Argosy* ever was to emerge from its cocoon of fancy into the world of fact. This time a publisher agreed to sponsor the magazine, offering Munsey the option of retaining the title of editor and general manager. This was the eventful day of December 2, 1882, and a short time later the first copies of the *Argosy* appeared on the streets.

In a little book written later in life, Munsey deftly expresses the editorial policy that directed the *Argosy* through good weather and bad and persists to the present day:

"Most of the magazines at that time were of an anemic constituency . . . They were not edited for young, energetic men and women. . . . Editors edited magazines for themselves . . . not for the people . . ."

Munsey knew that the appetite for entertainment was universal. Whether this knowledge was right or wrong was to be proven. The entire success of the hunch rested on this though, and came to a head when he wrote *The Boy Broker*, a serial. Cir-

culatation immediately hopped the fence and supplied the answer.

**M**ONTHS of smooth sailing were followed by rough weather. At one period the *Argosy* was making thousands of dollars a week; at another, the profit was actually no profit at all.

Then along came *Munsey's Weekly*, later changed to *Munsey's Magazine*, which sold at 25 cents a copy! No one thought it would go, least of all Munsey. But go it did and in time lifted the *Argosy* out of its profitless rut and elevated it from a magazine catering almost exclusively to juveniles to an adult audience.

Circulation soared again.

Munsey later described these suspense-laden months when he wrote:

"I was too busy keeping up with the pace of *Munsey's Magazine* to give any considerable thought to the *Argosy*. It ran on perfunctorily, practically without loss or gain to the establishment. I was keeping it alive as a matter of sentiment; keeping it alive for the possibilities that might be ahead of it . . ."

**N**EVER for a moment did the man imagine he was gambling; that his immediate success might be the prelude to crushing failure. It was a case of dingdong activity. What philosophy supported this venture can be rather accurately ascertained by dipping into another brief paragraph from his own memoirs:

"When one is up against it, there is virtue in doing something. Inactivity . . . just plain, hopeless drifting . . . is the limit of imbecility. In trying something new one has a chance. However remote that chance may be, it is far preferable to a passive death."

Those few words more than anything else paint a vivid picture of Munsey's outlook in life and the publishing business itself. How discerning this outlook was can only be guessed at when the *Argosy*, after becoming an all-fiction magazine, the first of its kind, by the way, trebled its circulation almost overnight and kept the pace through constantly changing economic conditions from year to year.

This, all too briefly, is the story of the House of Munsey. But in recount-

# An Article Telling Briefly the Story of the Munsey Magazines, Together With Tips for Writers on the Material They Require

ing its story, we are actually telling the tale of the first large scale publishing enterprise in America.

As to age, the *Argosy* is the oldest all-fiction magazine published in America. That is to say, it is older in the blood that flows through its veins, for it absorbed *Godey's Ladies Book* and *Peterson's Magazine*, two of America's first fiction periodicals.

**T**HOUGH the *Argosy* still is, and *Munsey's Magazine* was up until a few years ago, The House of Munsey's most important periodicals, many others have been added to the list through the years.

The *Scrap Book* was one of the first. Then came *All-Story*, *Railroad Man's Magazine*, first publication of its kind, and finally the *Ocean Magazine*.

The *Scrap Book*, *Ocean* and *Munsey's Magazine* have since been absorbed by the four publications that now roll from the Munsey presses: the *Argosy*, *Detective Fiction Weekly*, *All-Story* and *Railroad Stories*.

Since their inception the Munsey magazines have been trailblazers in the discovery of new writing talent. The first work of such nationally-known authors as: Achmed Abdullah, Louis Joseph Vance, Faith Baldwin, Elmer Rice, Frank L. Packard, Edgar Rice Burroughs and many, many others first appeared in their pages. They offer an exceptionally wide field for the contributions of all types of writers and their treatment is always fair and cordial; payment prompt.

Here, briefly, are the needs of each of the magazines. One could go on for pages commenting on how to write for each of the publications. But the sanest and most practical advice that can be offered to any writer is: Purchase a copy, study it carefully, then slant your own material according to what you have read.

**ARGOSY** . . . uses a wide variety of setting and types of action stories. Adventure of all kinds is wanted. It may be on land, sea, sport, Western, Northern, Oriental, tropical, fantastic stories of past or fu-

ture, humorous and crime stories. Strength and novelty of plot are highly important with a masculine lead and usually a strong romantic sub-plot. Short stories range from 1,000 to 7,000 words; novelettes from 10,000 to 30,000; serials up to 60,000. Factual fillers 100 to 400. No poetry. Don Moore is editor. (Weekly—10c.)

**ALL-STORY** . . . is a magazine of modern love stories. Short stories from 4,000 to 7,000 words are always welcome and novelettes from 10,000 up. The first requirement is that the heroine's emotions must get across to the reader and be shared by her; the style of writing must, therefore, be subjective. Theme must concern itself with a love conflict and not merely love interest. Realism is not as important as to attain an illusion of reality. Amita Fairgrieve is editor. (Weekly—15c.)

**RAILROAD STORIES** . . . this is the only magazine of its kind in the world and needs dramatic fiction of from 1,500 to 15,000 words with an authentic railroad background. The formula is: Menace, heroism, adventure or fast action humor. Historical fiction based on historical fact is needed just at present, also well-plotted action stories based on electric railroading including street cars. Always query on sensational fact articles. Prompt reports are made on all submitted material; payment on acceptance at good rates and stories from new authors are a regularity rather than a rarity. Freeman H. Hubbard is editor. (Monthly—15c.)

**DETECTIVE FICTION WEEKLY** . . . is a quick and active market for short stories and novelettes from 2,000 to 20,000 words. Every type of story within the detective and mystery field is bought in a search for variety. Clear and dramatic writing is wanted and there are few taboos, except against hack writing and hack plots. Duncan Norton Taylor is editor. (Weekly—10c.)

## AT DEADLINE

By R. L. P.

(Continued from page 2)

tent with its social significance and service—and no great financial return.

Journalism IS a noble calling, one which any man or woman may be proud to enter, despite its black sheep, despite the type so ably pictured by Gene Fowler in "Timberline," despite a lot of things that should be and probably will be changed. It does render a significant social service. Thus far the comparison is a satisfactory one.

But WHY is that justification for low salaries in the newspaper business? Because the men and women in it render a service comparable to those of ministry and teaching?

Those making the comparison for economic reasons do not point out the lack of profit motive in the ministry or teaching fields. There's where the difference comes in. Do the publishers and stockholders view their publishing ventures solely along social lines?

They do not. Let the dividends drop and what happens? Ask most any newspaper employe.

We're not adverse to having publishers make money. Far from it. Let them enjoy splendid incomes from decently conducted, progressive newspapers—but let their employes share in the proceeds on an adequate basis and have a little financial satisfaction along with their knowledge of serving a calling of equal social significance with teaching and preaching.

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**H**ERE is the fourth of a new series of articles on magazines and magazine men—articles telling you something of the history of various magazines, the men who edit them, the aim and programs of various publications and the type of material they require.

The series began with an absorbing article, "Behind the Scenes at Collier's," by William L. Chenery, editor-in-chief of that publication. This was followed by an interesting and informative article on the junior magazines, written by George F. Pierrot, managing editor of the *American Boy-Youth's Companion* and an associate editor of *The Quill*. Last month *The Quill* presented Elmer T. Peterson, editor of *Better Homes and Gardens*, in an outstanding article on magazine article writing.

Those following the series will learn many interesting facts about nationally known magazines and at the same time pick up valuable hints on how to write for them. Watch for additional articles.

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**L**AST year I was invited to speak at a country fair down in Alabama. We have a lot of subscribers down there and so of course I went. I didn't even bother to prepare a speech, for I thought that surely a smart editor from the big city could draw from his large store of knowledge to enlighten the benighted in "the sticks."

Early in my speech I noticed a well-dressed, intelligent-looking young farmer eyeing me with an amused, almost tolerant expression which can best be translated into the phrase "Oh, Yeah?" He seemed to say "What do you know about cotton and hogs?" I was determined to win a respectful reception from this man, who might be, I thought, a graduate from an agricultural college. But the longer I spoke, the more fixed became his challenging grin. I grew desperate, I hit upon every phase of the farm situation, but he still grinned. Finally, after 50 minutes of the unequal combat, I retired a defeated man.

**H**OW often have we repeated this experience in our newspapers? With the debonair confidence of the Jimmy Walker that was, we give birth to news and editorial opinion without adequate prenatal care. Lack of information and of preparation for handling the subject at hand are responsible for that terrible indictment expressed in the oft-heard question:

# Changing News Values i

By J. CHARLES

Managing Editor  
The Chattanooga

"Is that true or is it just newspaper talk?"

Since I come from that section made famous by the Dayton trial, in consequence of which Mr. Mencken dubbed us "The Bible Belt," I suppose I must keep in character by selecting a text. For this purpose I choose a statement made by George Bernard Shaw with that air of apostolic finality he so happily assumes. Addressing the London Institute of Journalism, this prince of paradoxers declared:

"The difficulty for the journalist, as for every one, is the time lag. I have had rather a rough time because nature constituted me so that when a thing happens I perceive it has happened. Most people take about 20 years to realize it. Imagine me trying to get my living as a journalist and being always 20 years ahead of the newspapers. We are suffering because the public has a terrible time lag. The great duty of journalists is to abolish it, and to make people understand that the world is continually changing, and it is no use trading on ideas obsolete before they were born."

Then after taking our profession to task for our failure to recognize that the Russian revolution has taken place

and that the Soviet is here to stay (a favorite theme of G. B. S.) he urged the London journalists "not to write about these subjects like an old-fashioned governess in a very old-fashioned cathedral town."

**T**HAT this time lag is a matter of real consequence to the editorial craft becomes apparent as soon as we approach the subject of changing values of news. Let us pause here a moment to inquire as to the foundation question: What is the function of a newspaper in modern society?

Of course many times in our careers each of us has asked himself, other than to make a living, why do we publish a newspaper? Is it to sell all the cigaret and lingerie, patent medicine and automobile ads we can? Is it to build a larger circulation than our hated rivals? Is it to amuse our readers with the empty futilities of our dreary humorists, or to entertain them with Hollywood scandals? Is it to instruct them in stamp collecting, the art of growing thin, how to feed and change the baby, or to sell them a dress pattern for 15 cents, a nickel of which we get back? Or is it to inform them, from our vantage point of superior wisdom, as to how the government should be operated and how peace and progress may be assured?

But you grow impatient. You say: Certainly not, we run newspapers to tell the news, to inform the people about the happenings of the world with which they need to be familiar. In a word, to hold up a faithful mirror to the changing stream of life. All right—if this be our function and our purpose, oughtn't we all to try to do a better job of it?

**P**ICK up an average newspaper and what do you read? We find, in great abundance, items dealing with petty police court gossip, crimes of little or no moment, divorce cases, the doings of a movie star, town or county council meetings, ambulance runs, a Y. M. C. A. membership drive, a school commencement exercise, resolutions by womens clubs denouncing war in times of peace and urging patriotism in time of war; the misadven-

## Pointed Paragraphs From Editor Poe

**P**ICK up an average newspaper and what do you read—the mere surface of the stream of life."

\* \* \*

"Is not the time ripe for a shift away from the diet of dull routine, inconsequential crime and cheap, flippant entertainment in our news columns to a more intelligent and withal more nourishing news menu?"

\* \* \*

"The Newspaper of Tomorrow will be forced by public desires to pitch itself on a higher intellectual plane."

\* \* \*

"We are at the end of an epoch. We are groping for new social instrumentalities to control a highly organized scientific world which cannot be run with mental tools of the frontier age that has gone."

\* \* \*

"There is a new regionalism supplanting both the old state lines and the old sectionalism, a new regionalism which recognizes a national plan and seeks to assume its proper place therein. This new regionalism will leave its mark on our news systems. . . . News coverage, both as to its mechanics and as to news value, will have to reorganize itself in terms of the new regionalism."



# es in a Fumbling World

CHARLES POE

ing Editor,  
tanooga News

tures of a Senator, or the daily doings of an air hero, the debates over tariff or soldier bonus and a thousand and one other items no different in formula of inherent interest from those of a hundred years ago. It is the mere surface of the stream of life and it is no wonder that Prof. Gallup's surveys reveal a distressingly low reader interest in such so-called news.

This kind of journalism seems to me an index of the lag of our own professional thinking. Doubtless it chiefly flows from the fact that reporters and editors, being frail humans, generally follow the easiest path. They trail in packs, and follow formulae long since sterile and cold. A reporter is assigned to a beat. He discovers that there is readily available a fairly constant supply of information of the types I have suggested. These items belong to the traditional conception of news, and so he too treats them as such. His news sources, the mayor, the police, the judges, the lawyers, the coroner, the sheriff, the Chamber of Commerce, have always found a ready market for their hand-outs and the new reporter falls, after a struggle or two, into the same old rut. Not only this but his city editor and even such rarefied intelligences managing editors show him how to fall. So soon he settles into his rut—the psychologists call it a "fixation"—and the verve and imagination of youth must be channelled in these highly conventional patterns of depicting only a small part of life.

**N**OW, we newspapermen must not be unaware of the fact that things have been happening in this amazing modern world. We hear daily references to a new social order, to the revolution in man's thinking, to the economics of plenty which has succeeded the economics of want, to the scientific era, to the machine age, to technological unemployment, to new and higher rungs in the ladder of satisfactions. Surely we know what the professors mean by these new words. What, then, is our excuse for not meeting the demand for a more penetrating description of our world? It is as though we have been giving a picture in two

dimensions. Can't we add a third? Are we prejudiced against the thought of our day by virtue of being hide-bound in our traditions or are we too lazy, or just plain ignorant?

I pose this question: is not the time ripe for a shift away from the diet of dull routine, inconsequential crime and cheap, flippant, entertainment in our news columns to a more intelligent and withal more nourishing news menu? I believe that it is. Our public is becoming better educated. It can understand two-syllable words and two-syllable thoughts. College men and women are now more plentiful than were high school students a few short years ago. Travel is easier, and the motion picture and radio, in spite of their tawdry cheapness, have helped to enlarge man's knowledge of space and of alternate societies.

I am definitely of the opinion that our people are ready for a more substantial news treatment. They want a chance to know about those social questions which heretofore have been chiefly the concern of scholars. They would like, perhaps, to try to relate themselves constructively to the pattern of their times.

Politics, they are beginning to sus-

pect, should be something besides stump speeches and election returns. What with the government telling us how long to work, how much we may earn, how to raise the baby, how many bales of cotton we may grow and what size clothes pins or bricks we may make, politics and government have become increasingly intricate and to be understood call for an understanding presentation and relation by the instruments of news. There is a vast field of interest too, in social, economic and scientific matters which we may make use of to attract and hold readers. Our own experience, after starting a page, one day a week, devoted to modern trends in education and science, shows by the fine reader response that the public is willing to read about the new movements in social fields treated as news and not as sensation or as stunts.

**T**HIS and other efforts of our paper cause me to suspect that the press has been guilty of talking down to its readers. We have assumed that their intelligence averaged about that of a third grader and printed a paper accordingly. Some say that the press molds and leads public opinion, others that it but mirrors the life of its time. Sometimes I fear that in our news columns we do neither, but that we lag far behind in supplying that which the public is really capable of understanding and which in its inar-

## A Man Who Says Things Significantly

**W**HENEVER J. Charles Poe, managing editor of the Chattanooga News, prepares an article he does a splendid job of it. He generally takes a somewhat critical, challenging, withal constructive slant that keeps the recipients of his message on their mental toes.

In the accompanying article, which is a somewhat condensed version of an address he delivered before the American Society of Newspaper Editors, he weighs the handling of significant news matter by modern newspapers, finds it rather wanting and points the way to a greater and more responsible position for the press of the future.

In doing so, he points out the changes that have come to his native South under the New Deal in a manner that brings home the significance of what is being attempted.

Mr. Poe was born and raised within 15 miles of Chattanooga. As a boy he carried newspapers and dreamed of a legal career. He "stumbled" into newspaper work with the idea that he might get to cover the courts and gain an insight into court procedure. A few months in the courts, with their parade of petty crime and unimportant litigation, sickened him of the idea of ever taking up law. He decided to remain in the newspaper field. Except for two years on the Chattanooga Times, his entire newspaper experience, 14 years in all, has been on the Chattanooga News where he has been successively reporter, telegraph editor, city editor and now managing editor.

ticulate way, it sincerely wants to get.

The newspaper of tomorrow, I believe, will be forced by such public desires to pitch itself on a higher intellectual plane. It will at least lift itself to the standards of ethics and intelligence of its better grade readers. It will interpret in its news coverage the significant currents in the social, political and economic thought of the time. It will satisfy some at least of the questions the people are asking as they meet on trolleys and at the lodge, on street corners and in homes.

We are at the end of an epoch. We are groping for new social instrumentalities to control a highly organized scientific world which cannot be run with mental tools of the frontier age that has gone. With 10,000,000 men without prospects of employment we still talk in terms of 8 hour days and 6 day weeks, although any amateur must know that we must distribute the benefits of the machine through shorter and shorter hours of labor if we ever expect to see decent living conditions again. Man, freed from long days of toil, must learn how intelligently and usefully to employ this great increase in his leisure time. Organized participating recreation is becoming recognized as a major social problem and hence a big field for news exploitation. New skills, new occupations, new ways of living must be developed to readjust our people to a world which has left millions puzzled and perhaps well-nigh hopeless.

IT IS inconceivable that the press should fail to recognize the news potentialities — nay, necessities — of these changes. Certainly we know that the world is fumbling for leadership. Look at the ease with which Mr. Roosevelt captured the public just because it was starved for a firm hand on the wheel, a hand controlled by a mind unafraid to act. Where will this leadership we need come from? The church seems all too often concerned with symbols of the past—and not with a living Christ in a living world. The college is not yet affecting deeply the intellectual curiosity and social vision of its people but is turning out largely good wrestlers and bond salesmen. The lesser lawyers are chasing ambulances, the larger ones fixing tax charges and defending anti-social acts. Congress, set up on a basis of geography in a nation where function is all-important, busily divides the loaves and fishes, and in lieu of a really useful task talks heavily about a world it does not comprehend. Of all the great opinion-forming agencies, the church, the school, the press, our own craft has perhaps the best technical equipment and the most dy-

namic attitude. We are not doing a good job, it is true, but ours is not quite so bad as these others. Perhaps we can supply the needed leadership to shorten the time lag in our world. And yet, to do so, we must look about ourselves and realize our own defects—and opportunities. We must know the world moves with great velocity.

Let me take you to my own state of Tennessee to illustrate what I am trying to get at. The Tennessee Valley is athrob with new life and new hope. It is awakening from its Rip Van Winkle sleep of decades. A great socio-economic experiment is under way to help the people find for themselves a finer, happier way of life. The unharnessed power of the winding Tennessee River is to be made an economic asset. Dams will impound the now wasted water power, and enable the generation of three million horsepower of new energy to do the work of the valley. Fertilizers are to be made to revitalize worn-out soil. Forestry management, soil erosion control, dispersal of industries in small units over the countryside to restore the rural-urban population balance and a location of new industry to use the power margins—these and many other steps are being taken in America's first enterprise of regional planning. It is too early to predict the degree or the speed of success of this great experiment, but hopes are high and it is out of today's hopes and dreams that tomorrow's news is made.

But right alongside this experiment, we can show you women plowing with oxen, old waterwheels turning primitive machinery to grind corn, hand-cradles cutting grain, spinning wheels and hand looms making cloth. Our state has a network of expensive—too expensive—concrete roads. Schools are accessible to all through motor-buses. The hill men are seeing and being seen for the first time. But their ways are old ways. Their political concepts were old in the time of Pitt. They still cling to an archaic county court, with its justices of the peace and to a tax system which is creaking in every joint.

Newspapers can reflect either one they choose of these two types of civilization thus roughly sketched. They can persist in giving prime news value to the county court and the sheriff or they can seek to interpret the plans and dreams of the Tennessee Valley Authority. Some of us prefer the latter course. I know that to our people TVA are magic letters. They want to know the latest news about Norris Dam and the electric transmission lines.

Our people know little about the power age. Few of them have read Stuart Chase, so they do not know that through the magic of electric current to be generated from their familiar rivers, they are to have their energy multiplied 40 times over that available to their ancestors who a hundred years ago subdued this wild land with axe and plow. But they have been told that cheap electricity means new factories, less labor on the farm and in the kitchen. They know that young David Lilienthal of TVA is bringing them cheap electricity where the state utility commissions have failed. So they read this news and try to grasp its import. They are interested too in news of the Electric Home and Farm Authority which will seek to make available to farmer and housewife low-cost appliances to remove the back-break and the heartbreak from their toil. They want to know about the model housing plans, the trade school at Norris where workers will learn useful techniques in time off from their 30-hour job. They want to know about the homestead project which is going to take discarded miners from the bleak ghost towns of the mountains and make self-supporting, self-respecting citizens of them. The Civilian Conservation Corps has taken their sons to the woods, and is teaching them that forest fires are ruinous and that erosion will eventually leave the land without top soil to raise their crops. Not only are the TVA and the CWA and a few other alphabetical offsprings of the New Deal digging into Indian mounds to study the civilization of a dying race, but also—and more important, to see that the present race does not die, they are studying public health, social organization, education, proper use of natural resources, governmental structure and farm problems.

A fascinating news field is ours in the Valley, and yet there are others all around us. Our cities have grown too big and one of our next great social movements will see the shifting of population back to farm and villages. Here is a challenging news field. There is the matter of labor relation, and of the influence of the machine on craftsmanship as well as employment. Social rehabilitation, child labor, old-age pensions cry for space in our columns. Then, too, we must seek to grasp the significance of the new farming set-up. Certainly in the South, the fate of cotton tenant farmers under a drastic reduction program is of great social significance—and is real news.

(Continued on page 12)



## THE BOOK BEAT

Conducted by MARTIN A. KLAVER  
The American Boy—Youth's Companion, Detroit, Mich.

### "Four Lawgivers"

**THE MAN OF THE RENAISSANCE**, by Ralph Roeder. Viking Press, New York. 1933. \$3.50.

Mr. Roeder, already the author of a volume on Savonarola, attempts to show the spirit of the Renaissance in Italy through striking portraits of four of its "lawgivers": Savonarola, Machiavelli, Castiglione, Aretino. Savonarola he portrays as the fanatic ascetic, whose religious passion leads him to political aspiration and death. Machiavelli is the clever turncoat, with but one loyalty: himself. Castiglione, the courtier, passionately devoted to the tenets of his class and to the welfare of Italy, is the one admirable figure of the four. Pietro Aretino, the Winchell of his day, is keenly intelligent, unscrupulous, lustful.

Certainly one finds a detailed and a fascinating picture of the peak of the Renaissance—1490 to 1530—in this book. One sees the pettiness and the grandeur, the corruption and the vacillating loyalties, the false humility and the magnificent pride of the period, all thrown into bold relief against each other. Whether one sees in the four a composite picture of the man of the Renaissance may be doubted; the reader cannot help wondering whether a Dante, a Leonardo or a Michelangelo should not be placed alongside the four "lawgivers" and the Borgias, Medicis and popes of the period in an attempt to portray its essential spirit. Mr. Roeder thinks not.

The book, chosen as one of the 50 "best-made" volumes of 1933, is a contribution to literature on the Renaissance. Its more than 500 pages are not to be digested in a hurry, but they're worth the time it takes to swallow them slowly.—M. V. C.

### News Room Classics

**EXTRA! EXTRA!** by Henry Justin Smith. Sterling North of Chicago. 1934.

Everyone who has ever worked on a newspaper or thought about working on a newspaper probably has read "Deadlines" and liked it. "Extra! Extra!" is a volume containing not only this newspaper classic but a character story about one of the men you were introduced to in "Deadlines."

First there was the "Star." Re-

member him—the guy who swung a cane and insisted on working at an old rickety desk (where he kept a pet mouse)? Then the cub—he had shot down three enemy planes in the Argonne, but he didn't know what newspapering was all about yet. Remember the Young-Man-Going-Somewhere? That audacious son-of-a-gun who boarded boats for Europe, Russia or any place—and then wired for money? He got by, too, because he had the habit of getting scoops.

Surely you remember old, gray-haired Josslyn—lovable philosopher and artist who marked up copy and wrote heads on it at the desk.

"Josslyn," the second novel in this new volume, gives you a more intimate glimpse into Josslyn's life and career. Somehow, this second novel isn't particularly a newspaper story. It might just as well have been about any other occupation. It's the composite story of the artist who is overwhelmed by our American institutions of "progress," "success," and profit.

Josslyn couldn't stand the pace of city-editing. His fragile, sympathetic nature was not made for the crude, coarse rattle-te-bang of that he-man's job. He liked flowers, trees, little creatures that dug in the soil—and he thought that "God was in His Heaven."

And how understandingly Henry Justin Smith tells the story! I'm tired of book reviewers who are always imagining the writer is writing about himself. But I wonder. Henry Justin Smith, you say these characters are composite. Could you possibly have woven a little of Henry Justin Smith into Josslyn? If not, you have been able to see with his eyes with uncommon perspicacity.—LAUREN K. SOTH, Iowa State College.

PAUL ZECHER (Temple '30), formerly sports editor of the *North Penn Reporter*, Lansdale, Pa., is now doing news and sports rewrite for the *Evening Bulletin*, Philadelphia.

\*\*\*

PAUL W. PARTRIDGE (Oklahoma '29), formerly in the advertising department of the Kerr Glass Manufacturing Corp., Sand Springs, Okla., is now assistant director of public relations for the Oklahoma Federal Emergency Relief Administration.

\*\*\*

VIRGIL CUNNINGHAM (Washington '31) is a reporter and creator of a column of political comment for the *Ellensburg (Wash.) Record*.

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## Changing News Values in a Fumbling World

(Continued from page 10)

YOU might also consider whether our ideas of political news could stand some change. I know we all proclaim our impartiality, but we protest our virtue too much. It sounds suspicious. Why should we heap bouquets on the *Herald Tribune* for publishing Walter Lippman's excellent articles? Why, that ought to be the average, everyday practice. I believe we shall soon see newspapers presenting all sides of political matters. We shall print speeches of the other candidates alongside those of our own pets—that is, if they are worth printing.

Our political philosophers are telling us that Mr. Roosevelt did not hatch the New Deal; that it was inevitable. They say that Teddy Roosevelt began dimly to sense it and that Wilson would have brought it into being but for the intervention of the World War. Yet our press is only now beginning to see what it is all about. Could we not, should we not have prepared our readers for it long before the 1929 Wall Street collapse registered the final birth pangs of the New Deal?

Then there is a new regionalism supplanting both the old state lines and the old sectionalism, a new regionalism which recognizes a national plan and seeks to assume its proper regional place therein. This new regionalism will leave its mark on our news system. The press associations are now organized along state lines, with little attention being paid to the regional interests of the member papers. The enviable position of the *Commercial Appeal* in the South is largely due to the fact that its great managing editor, the late C. P. J. Mooney, recognized the fact that Memphis was the unofficial capital of a tri-state area which embraced West Tennessee and most of Arkansas and Mississippi and collected news in accordance with that vision. Our paper, likewise, situated in the center of the Tennessee Valley experiment, has a closer news interest with Muscle Shoals in Alabama and Tupelo, Mississippi, at the other end of the Valley than it does with Memphis and the cotton region in our own state. The same picture applies to other editors whether they be in the industrial region, the wheat belt, the oil fields, the deep south or New England. News coverage, both as to its mechanics and as to news values, will have to reorganize itself in terms of this news regionalism.

AS you consider changing news values you might break into the real story behind the farm strike, and tell what it was that compelled these grim visaged men to stand all night on lonely roads stopping laden trucks. Open revolt in the farm belt is news now, but it was also news ten years ago, twenty years ago when the seeds for revolt were being sown by heedless interests at Washington.

Of course you are asking your reporters to go in behind NRA and tell the many real stories developing from the Government's attempt to control that great modern French foe of ours, *laissez faire*. There is news in NRA aside from Gen. Johnson's explosions.

Did you ever consider the motion pictures from any other angle than Hollywood divorces and press agent's handouts? What is the story behind money and the old fight to monetize silver? Could it not be made understandable to the people? The railroads, too, have been asleep for thirty years but bus, airplane and Tin Lizzie have at last rudely awakened them. How many of us saw what was happening to the railroads while it was happening?

But enough of this. Each of you can multiply in your own experience hundreds of situations which do not appear now in our news coverage. Let us not be lulled into a false sense of security by large circulations—we all know that we have built them rather largely on features, comics, contests and intensive circulation drives. To be sure, we are always improving our news coverage. We are always seeking to bring our papers into line with the changing news values of the times. We are demanding a better educated reporter to begin with. We produce far better news sheets than have ever been printed before. But on the news side we still lag far behind the social and economic forces of our times.

Mr. Shaw, in that address I referred to in the beginning, paid us, what was for Shaw, the high compliment of admitting that he considered himself a journalist. Let us now repay the compliment by acting upon his advice. Let us find out that things happen at the time they happen, let us try to make the important interesting, let us give a three-dimensional world to the people who so largely depend on us for eyes to view the stream of life.



# WHO «» WHAT «» WHERE

DON C. TRENARY (Wisconsin '28), formerly with the *Wisconsin News*, of Milwaukee, is now with the *Milwaukee Journal*.

\* \* \*

L. R. BARNHILL (Florida '34) has compiled the following notes regarding members of the University of Florida chapter of Sigma Delta Chi, professional journalistic fraternity:

HOWARD NORTON, '33, is copy-editor of the English Edition of the *Osa Mainichi*, largest newspaper in Japan. HAN JOHANSEN, '33, is ship reporter for the *Japan Times* at Yokohama. J. FRANK HARRIS, ex-'32, is connected with the Radio Corporation of America in Tokyo, Japan. KENT BAKER, '33, is working on *The Sphere*, a monthly financial publication in Washington, D. C. BEN GRANT, '31, is a member of the staff of the *Jacksonville Journal*. CHARLES GRAVES, '33, has joined the staff of the *Jacksonville Journal* after returning from Washington, D. C., where he worked for the *United Press*. W. B. BYRD, '30, is secretary to the publisher of the *Miami Daily News*. DON FORTSYTHE, '33, is city editor of the *Pensacola Herald*. C. T. PARSONS, '29, is editor of the *Florida Municipal Record* in Jacksonville. LYTON DINNING, '30, is manager of the DeLand Bureau of the *Daytona Beach News-Journal*. ROBERT HUNTER, ex-'33, is city editor of the *Daytona Beach News-Journal*. W. J. BULLOCK, '28, is publisher of the *Monticello News*. HUGH YOUNG, '33, is editor of the *Southern Radio News*, Birmingham, Ala. ISADORE MOSCOVITZ, '33, is editor of the *Florida Jewish Monthly*, Jacksonville. RALPH DAVIS, '31, is on the staff of the *Polk County Record*, Bartow, Florida. DILLON GRAHAM, ex-'29, is southern sports editor for the *Associated Press*, at Atlanta, Ga. BILL AVERA, '33, is city editor and sports editor of the *Gainesville Evening News*. FRANK S. WRIGHT, '30, is director of the News Bureau at the University of Florida.

\* \* \*

STUART F. LEETE (Stanford '25) for the past 15 months editor and advertising manager of the *Arbuckle American*, Colusa county, California weekly newspaper, is now editor of one of the trade publications of Western Trade Journals, Inc., San Francisco.

\* \* \*

MAX MILLER (Washington '23), author of "I Cover the Water Front" and a contributor to *THE QUILL*, has returned from New York to his home in La Jolla, Calif. Before leaving New York he signed a contract with his publishers for four more books.

NORMAN F. ELLIOTT (Northwestern '33) is secretary to CHARLES B. McCABE (Ohio State Associate), central division manager of the *United Press* in Chicago. Elliott's services were obtained through the Personnel Bureau of Sigma Delta Chi.

\* \* \*

EDWARD ADOLPHE (Columbia '31), formerly of the Providence (R. I.) *Journal*, and more recently with Universal Pictures in Hollywood, Calif., is now on the copy desk of the N. Y. *Herald-Tribune*.

\* \* \*

RICHARD SELLER (Washington '33) is doing publicity for the Seattle Park Board and the Cornish School Theatre.

\* \* \*

ALEXANDER WAYO (Wisconsin '29) has joined the staff of the Hammond (Ind.) *Times* as rewrite man.

\* \* \*

ROBERT W. WILSON (Washington State '31) is associated with the Parchment Paper Company of San Francisco.

\* \* \*

RICHARD McCURDY (Washington '33) is now editor of the Port Townsend *Leader*.

\* \* \*

DANN OHMER TABER (Ohio State '20) has moved from Cleveland to Chicago, where he is employed by the Portland Cement Association in its highways and municipal division.

\* \* \*

C. ARTHUR MITCHELL (Nebraska '32) on May 1 joined the staff of the *Evening Huronite* at Huron, S. D. He will be associated with the advertising department, after two years spent with the *Press and Dakotan*, at Yankton, S. D., in a similar capacity.

\* \* \*

WILLIAM D. CHANDLER (Washington Associate) is managing editor of the *San Francisco Chronicle*.

\* \* \*

HARLAN V. HADLEY (Butler '31) has been placed in charge of the Cincinnati bureau of the *Wall Street Journal*.

\* \* \*

BYRON FISH (Washington '33) is doing free lance creative advertising for Seattle radio stations.

\* \* \*

EDWARD HOBSON (Butler '32) has been handling publicity for the NRA in Indianapolis.

\* \* \*

HERBERT ASHLOCK (Washington State '34) is sports editor of the Spokane (Wash.) *Press*.

\* \* \*

WILLIAM RYER (Washington '33) is writing publicity for the McCormick Steamship Lines.

GEORGE C. STARLUND (Washington State '30) is editor of publications at Washington State College.

\* \* \*

JAMES W. BARRETT (Colorado Associate), former city editor of the *New York World* and of the *New York American*, is editorial head of the central news bureau which selects the press association news to be released to radio broadcasters for two five-minute daily broadcasts as stipulated in the agreement between publishers and the broadcasting industry.

\* \* \*

DAVID JAMES (Washington '32) has joined the editorial staff of the *Centralia (Wash.) Daily Chronicle*.

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## «» AS WE VIEW IT «»

### EDITOR & PUBLISHER

WE want to extend hearty congratulations and best wishes to *Editor & Publisher* on the completion of a half century of service to journalism, also sincere commendation upon the splendid golden anniversary edition, packed as it was with a stellar array of articles.

We also want to pay our sincere respects to the men who have done so much to make *Editor & Publisher* the outstanding publication it is—Marlen W. Pew, editor, and James Wright Brown, publisher.

### EMPHASIS WHERE EMPHASIS IS DUE

WHEN Clyde Barrow, Texas killer, and his gun-woman companion, Bonnie Parker, were paid off in lead last May by Texas rangers led by Frank Hamer, Stuart N. Lake, western story writer, soundly criticised the manner in which reports of their sudden finish was carried over the wires and in the press.

He declared that the newspapers had given Barrow, "cheap rat of a killer," the hero's role and his "equally tawdry companion, the Parker woman," that of the heroine.

"Why in the name of all that's decent couldn't they give the break for once to the real hero of the occasion—Frank Hamer, Texas ranger?" he demanded. Lake then went on to tell the dramatic story of Hamer—criminal eradicator.

Maybe the idea that Mr. Lake tried to put across in his criticism—that the peace officers who rid the nation of those of the Barrow-Dillinger stamp are the real heroes—has spread throughout the land.

For, when John Dillinger met his long deferred end in

Chicago, he was painted anything but a hero and the men who cornered him were given their deserved place in the spotlight. Theirs was a job well done. May they be equally as successful in others.

Criminals on slabs in a morgue can not escape jail to resume their plundering and murdering ways. Nor can they employ—at fancy prices—wily lawyers who use their skill to turn them loose through legal loopholes.

### DILLINGER ECHOES

JOHN DILLINGER'S dramatic finish has been told over and over in headlines, photographs and on the radio in recent weeks, but we believe there is still time for some pointed remarks on that picture for which he posed in the Crown Point, Ind., jail with Sheriff Lillian Holley and Prosecutor Estill.

You'll remember the picture, the killer—a self-satisfied, sneering smirk on his lips—standing with an arm draped over the prosecutor's shoulder, one of the prosecutor's arms resting in quite pal-like fashion over his.

That picture, published throughout the country, aroused a nation's wrath—and justly so. It brought forth biting criticism from editorial pens the country over. Again rightly so. And the storm of criticism grew to furious proportions when the bank-robbing criminal escaped with the aid of his wooden pistol. Again rightly so.

But during all this criticism, these bitter remarks about Prosecutor Estill, it seems to us one point has been overlooked. Why did the Sheriff and the prosecutor pose with the ruthless Dillinger? Isn't there a possibility that it was because newspaper friends or acquaintances—reporters and photographers—asked them to do so?

At any rate, let's not have any more such pictures.

## AS THEY VIEW IT

### WHY THE EDITORIAL "CAKE" IS FLAT

REFUSE to consider comic strips and pages as editorial matter. They are the jazz music in the restaurants, or the fat man and the midgets, the sword swallows and the glass eaters at the State Fair. Yet I hope I am human enough and practical enough to realize that life must have its lighter moments. We may picture crowds in the Roman Forum listening enthralled to some great oration of Cicero. We are like to lose sight of the crowds around the performing bears and the various mountebanks who entertained the public. But if a newspaper is depending on comics and other features for its appeal to its public, or its potential public, it is failing as a newspaper. Either its new sources are deficient, or its writing and presentation of the news is inadequate. The head of such a paper had best spend some earnest hours studying his own and other papers, and find what makes his cake so flat and his bread so like dough. He had best ask himself whether he is creating a medium of information and expression, or is merely producing—to use an automobile manufacturing term—an assembled newspaper, and is exercising no higher function than putting together the ready-made material he buys.—J. N. Heiskell, editor of the *Arkansas Gazette*.

### RESTORERS OF FAITH—SMALL TOWN PAPERS

TURNING from city newspapers to small-town press exchanges that come to the editor's desk is like stepping from the slums, full of vice, into an old-fashioned garden sweet with lavender and thyme and the scent of perennial flowers.

"The pages of big dailies are so full of murder, thievery, immorality and selfishness that the better news is obscured by these glaring shatterings of the Decalogue. One puts the papers aside with a feeling of depression and heartache that the world is so full of terrible and unhappy things.

"Then picking up the papers that record the happenings of the little towns around us, one gains renewed faith in life. Here are set forth only that which uplifts a community—the activities of the business men, the church items, the happy social gatherings of the people, the marriages, births and deaths, farmers' items, and all the thousand and one daily occurrences that make up the simple annals of the great common people, who are really the foundation of this broad country of ours.

"Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our national existence."—*Christian Science Monitor*.



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# To Sigma Delta Chi Members—

Here is what one employer recently wrote after hiring a Personnel Bureau registrant :

"I appreciated the prompt manner in which you cooperated with us and will let you hear at a later date in the event that we need any further help. We will certainly call upon you to furnish it for us."

It might have taken this employer more than a week to find the men he wanted immediately for his daily newspaper. By calling the Personnel Bureau, transcripts of the records of six men were in his hands 18 hours after he called and the six men notified. Two of the six were hired 24 hours after the employer called.

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## Which Do You Prefer?—

to place a scanty, uninvestigated and unsubstantiated application with an employer who may have hundreds of such forms in his files, or

to have your personal, educational and experience records thoroughly prepared and ready for use at a moment's notice — and backed by the good reputation which the Personnel Bureau has with employers.

A contact with employers, where your record is presented and considered in the proper manner, is invaluable to you.

The small registration fee of \$1 entitles members of Sigma Delta Chi to active enrollment for three years. The placement fee is lower than any commercial agency fee.

Register now, at a time when the Personnel Bureau is experiencing greater patronage than during any previous year.

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## PERSONNEL BUREAU

of Sigma Delta Chi

Stock Yards Station

James C. Kiper, Director

Chicago, Illinois

« Puts the Right Man in the Right Place »

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# DO YOU BELIEVE IN ADVERTISING?

**I**S YOUR CONSCIENCE CLEAR when you accept money for the space you sell to an advertiser—or have you no conscience?

Do you honestly think that you are selling him something of value—or is it merely a matter of hooking another fish?

If you do believe that in selling advertising you are doing something worthy for your customer you must believe that he is buying something of value—and that you are selling something of merit.

Now—how about taking some of that good medicine yourself?

You feel that you are an honest man in selling this commodity, and that it is good judgment on the part of the advertiser to buy the space. Then it is equally good judgment on your part to spend some of your money for space in a dominant medium like **EDITOR & PUBLISHER** to proclaim the merit of your service.

**EDITOR & PUBLISHER** space is the best space for you to use.

Your advertising should be regularly in the columns of **EDITOR & PUBLISHER** whether you employ any other medium or not—and for the following reasons:

**EDITOR & PUBLISHER**, editorially speaking, deals in information regarding daily newspapers and their activities. There is never any editorial content to discount your claim that the daily newspaper is the great primary medium for advertising. Your advertising has one hundred per cent editorial cooperation—something you will not find in any other trade publication, and something that has a distinct value to you.

**EDITOR & PUBLISHER** reaches advertising men—buyers of space.

**EDITOR & PUBLISHER** has important information for them, and is read, week by week, by National advertisers, advertising agency executives and people who buy advertising. Why? Because they have a dollars and cents interest in daily newspaper advertising and **EDITOR & PUBLISHER** gives them more information about newspapers than they can obtain elsewhere.

An individualized campaign, selling your individual market will reflect added business for you—and will help emphasize the individual market idea.

Let us help you plan an advertising campaign that will prove profitable for all of us.

*Write and ask for particulars.*

## **EDITOR & PUBLISHER**

*A newspaper for newspaper and advertising men.*

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